

10 WAYS

TO

Use SMS

FOR

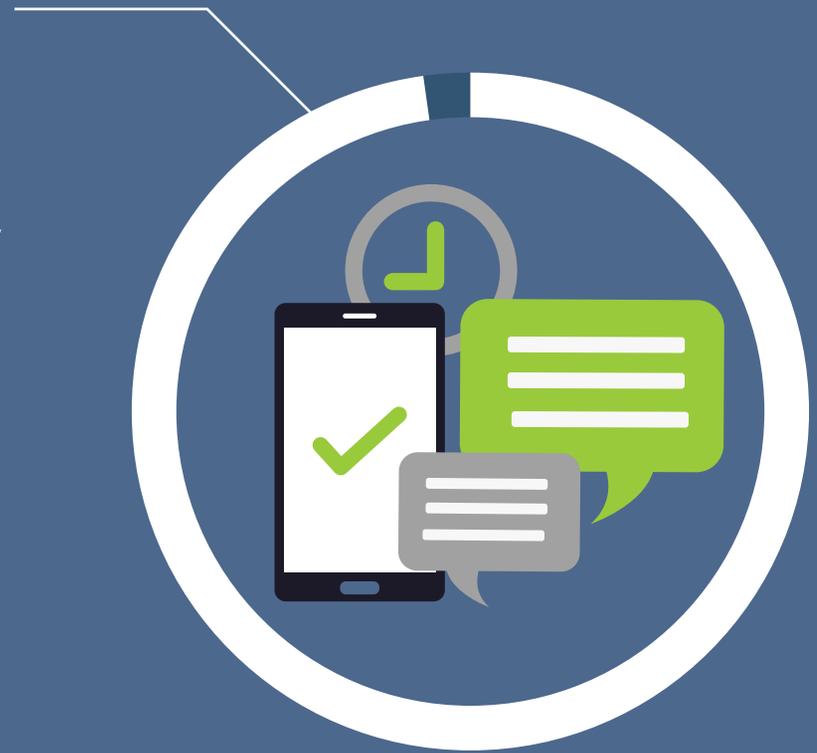
**EMPLOYEE
COMMUNICATIONS**

For Human Resources Departments

TextMarks 41411

Almost everyone has a mobile phone, and **98% of texts are opened and read within minutes**. So using SMS for your HR communication processes is a no-brainer – it's instant, and more likely to be read immediately than an email.

It's easy to integrate SMS into your existing HR communication processes. Here are 10 of our favorite options to consider adding in to your recruitment and internal communications campaigns.



Attract Top Talent

Businesses have long been using text message marketing to acquire new leads and customers. Human Resources departments can learn from this tactic by using text messaging to acquire top talent.

You can drive job candidates to your company's careers page (or job application site) by adding a call-to-action to your recruitment marketing materials – for instance, **“Text MYCOMPANY to 41411 for job listings.”** Or, you could give potential candidates the chance to be the first to hear about new job openings by getting them to opt in to your company's SMS job alerts!



Add a text call-to-action to your recruitment marketing materials and drive job candidates to your careers page.

2 Remind Employees About Benefits

According to a recent study on benefits participation rates, only one out of every three eligible employees actually takes advantage of the voluntary benefits available to them. If you're looking to increase participation in employee benefits, you could use text messaging as a way to increase benefits enrollment.



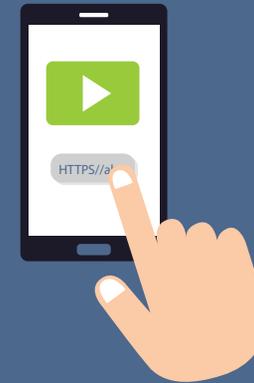
It's simple: Schedule mass text message reminders to all employees, nudging them to submit important documents, or fill out forms, by the relevant deadlines.

3 Bring Remote and Deskless Workers into the Fold

Almost half of Americans work remotely at least part of the time, according to a **2017 Gallup study** on the American workforce. This can mean a lack of camaraderie, and also a lack of the personal connection that comes from seeing co-workers face to face. Because of this, engaging with remote employees can be more challenging.

For deskless workers, the challenge of engagement is even greater. According to Google estimates, 80% of the global workforce is deskless. Deskless professionals – for instance, those in construction, healthcare, or ride-hailing – are the ones who won't see the emails you send right away. They might not even have a corporate email address at all, which makes getting in touch with time-sensitive matters more pressing.

Reach remote and deskless workers directly on their mobile phones by sending important messages by text. You can also send links to company announcements, forms, or even the latest video message from your CEO.



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4 Reach Your Independent Contractors

More companies are contracting with temporary or independent workers as the gig economy workforce continues to grow. According to Intuit, 34% of the workforce is now freelancing, contracting, or otherwise engaged in temporary work. Some predictions show this number growing to half the US working population by 2020!

Texting makes it easy to maintain good communication with your contractors. Send regular text messages to keep them updated with the latest information, or send links to online training sessions. Integrate them into the team, so that the cream of the crop accept repeat assignments, or even agree to permanent positions at some point.



Keep contractors updated and integrated into the team through SMS.

5 Fill Open Shifts

If your company relies on temporary or seasonal staff, or if there are open shifts that you need to constantly fill, the process of scheduling can be daunting. Who is available? For what shifts and what locations? Can anyone fill the shift at the last minute?

Mass text alerts make it easy to broadcast your requests for availability quickly and efficiently. If employees are available, they can send short, quick responses by text, or you can direct them to call in to confirm.



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6 Encourage Staff to Complete Training

Employee training is key to improving the skills and performance quality of the people you hire. Not only does it give your company a more efficient workforce, but it also provides your employees with the tools and skills needed to deliver the best to your customers. How do you motivate employees to attend, especially after you have spent time and money on tools, materials, and third parties for training?

Giving your employees an appropriately-timed nudge can help to motivate them to complete training. Schedule text notifications to go out before training begins, reminding employees how it helps benefit their careers. Or use SMS as one of many ways to get employees to interact and engage with the training content itself!



Schedule text reminders to attend employee training sessions.

Keep Your Employees Safe

Every company should have an emergency plan, no matter how many employees there are. Keeping employees safe (and business operations running) during a critical situation demands fast and reliable communication. Whether the situation involves severe weather, network outages, or a disgruntled ex-employee, the ability to reach every employee in the office and off-campus becomes crucial.

Your plan needs to include not only who to reach, but also how to reach them. Which communication tools will you use in an emergency? Text messaging is a mass notification tool that can reach all employees who opt in almost instantly. When time is of the essence, the urgency of a text message will keep more employees informed and safe.



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Align Employees With Company Values

Are your employees aligned with your company's values? Are they aware of what those values are, and do the leaders in your organization live and lead by example? Promoting your organization's core values, along with its mission and vision, will help to ensure that your employees are working purposefully and in the right direction.

Once your company values have been set, they must be communicated and reinforced in everything your company does. And it's not only about what you communicate, but also how you communicate it, and how often.



Make sure your company values stay top of mind by sending a weekly text messages with links to CEO video messages, customer stories, motivational quotes, or community partnerships.

Gather Employee Questions, Feedback and Suggestions

Communication is a two-way street. Without regular employee feedback, suggestions, and questions, it becomes much harder to pinpoint issues when they arise. Top performing companies are always looking to improve, and this can't happen without hearing what your employees across the organization have to say.

Ask your staff to request a link to an online survey by text, for instance by texting **SURVEY** to **41411**. Or, you could create a simple text chatbot that asks your employees to provide short answers to a series of questions. The option to respond by text will increase your survey response rates, especially from those employees who are not sitting at a desk.



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10

Make Your Employees Feel Recognized and Valued

When employees feel appreciated and valued, they tend to work harder and stay longer. Provide your staff with training, support, and growth opportunities. Small gestures like remembering birthdays or other important milestones are never considered “small” by your employees. Most importantly, make sure your company publicly recognizes employees for their contributions.

Whether you hold regular employee recognition events or highlight an employee of the month in the company newsletter, make sure everyone knows it. Send a mass text to all staff and let them know about their colleague’s accomplishments. Encourage them to reach out and congratulate the rockstar as well!



Send a mass text to all staff recognizing employees for their contributions.



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About TextMarks

TextMarks is an SMS service used by business and nonprofit organizations to reach customers, members and employees by text message. Built on top of a powerful and reliable SMS platform, TextMarks' mass text messaging system and text-for-info SMS autoresponders have enabled thousands of organizations to grow their business, increase employee engagement and deliver timely information to more than 10 million users in the U.S.